

Nutrition & Physical Activity



EVALUATION: HOW TO MEASURE SUCCESS

TOOL KIT

HEALTHY COMMUNITIES
Nutrition & Physical Activity



✓ Lessons learned

Community leaders from the cities of Moses Lake and Mount Vernon and project partner staff involved in the Healthy Communities Project share the valuable lessons they learned developing their action plans. They share their experience with other communities embarking on this challenging and exciting work.

EVALUATION: HOW TO MEASURE SUCCESS

Evaluation helps to take the pulse of the community; what people are really thinking

- It's hard for an enthusiastic, action-focused community to see the value of evaluation. It's important to acknowledge their frustrations.
- Don't call it evaluation because people don't like to evaluate themselves.
- Use more creative ways to present the information and data during meetings; be brief and ask the community what information will help them know if they are successful.
- Don't collect any data or information that you can't use; what's the most crucial information you need to know.
- Plan and conduct your evaluation early in the process so you can make adjustments.
- If telephone interviews are part of your evaluation make sure the questions are clear. Did the respondents understand the intent of the question? It's important to pilot the questionnaire to see if you are getting the information you really need.

Mount Vernon Healthy Communities Project Evaluation Plan for Community Planning Process

Goal I: To build partnerships and opportunities for collaboration across a large, diverse group of community leaders and partners with experience and expertise in nutrition and physical activity as well as community-based efforts

Objectives:

- By June 2004, MVHCP coordinator in partnership with the designated Planning Committee and the community Advisory Group plans and conducts 4 planning meetings, 1 kick-off event, and 1 public hearing
 - Formal meeting evaluations are conducted at each meeting and results inform future planning
- By June 2004, members of the Advisory Committee are able to identify strategies for improving nutrition and physical activity through environmental and policy change
- At the end of the planning process (June 30 2004), key informant interviews are conducted via phone with each Advisory Committee member to determine satisfaction with planning process and degree of partnerships formed

Goal II: To determine factors which affect nutrition and physical activity choices in Mount Vernon using a comprehensive community assessment of beliefs and attitudes as well as existing nutrition and physical activity programs, policies, and resources

Objectives:

- By late March, MVHCP coordinator in partnership with subcommittee of the Advisory Group conducts community inventory of existing nutrition and physical activity programs, policies, and resources
- By late March 2004, MVHCP coordinator and research group conducts focus groups with <<identify groups>>
- By early April 2004, subcommittee summarizes and presents results of community assessment (focus groups and community inventory) to larger Advisory Committee
- By early April 2004, a subcommittee/ task force is selected and commits to 1-day planning retreat to make recommendations for community action on environment and policy change related to nutrition and physical activity
- By late April 2004, a survey or key informant interviews of subcommittee member's experience conducting community audit is completed and results summarized

Goal III: To support community efforts for improving nutrition and physical activity through environmental and policy change

Objectives:

- By late April 2004, a subcommittee / task force develops and present recommendations for one or more community actions on environment and policy change related to nutrition and physical activity
- Using key recommendations, the Advisory Committee drafts a nutrition and physical activity action plan (with goals, measurable objectives, and plan for ongoing monitoring and evaluation) for community input and feedback by early June 2004
- By early June, the Advisory Committee organizes a Public Hearing to solicit input and feedback on draft community action plan
- By June 30 2004, community comments are incorporated and the MVHC nutrition and physical activity community action plan is finalized

Mount Vernon Healthy Communities Project Advisory Committee

February 23, 2004

MEETING EVALUATION

1. Please indicate the extent of your agreement or disagreement with the following statements by circling your response.

	Strongly disagree				Strongly agree
The goals, objectives, and specific outcomes for the meeting were made clear to me	1	2	3	4	5
The meeting accomplished the stated outcomes	1	2	3	4	5
The pace and agenda for the meeting were appropriate given the meeting's desired outcomes	1	2	3	4	5
The meeting provided an environment that was culturally sensitive and inclusive	1	2	3	4	5
The meeting space worked well to support the planning process	1	2	3	4	5

2. What worked well in this meeting that we should continue doing?

3. How might we improve our meetings?

4. Other comments, observations, recommendations?